



**RCA
CITY OF AUSTIN
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.: 60
AGENDA DATE: Thu 06/23/2005
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SUBJECT: Approve an ordinance waiving certain code provisions relating to diving, jumping and swimming in Town Lake and establishing necessary safeguards allowing independent filmmaker, Storie Productions, to film "Jumping off of Bridges" between July 2005 and August of 2005.

AMOUNT & SOURCE OF FUNDING: N/A

FISCAL NOTE: There is no unanticipated fiscal impact. A fiscal note is not required.

REQUESTING Parks and Recreation **DIRECTOR'S**
DEPARTMENT: **AUTHORIZATION:** Warren Struss

FOR MORE INFORMATION CONTACT: Warren Struss, Director 974-6717

PRIOR COUNCIL ACTION: N/A

BOARD AND COMMISSION ACTION: N/A

PURCHASING: N/A

MBE / WBE: N/A

Storie Productions, an independent film company will be filming "Jumping off of Bridges" between July 2005 and August of 2005 in the Austin Area. Anticipated locations include Ramsey Park, Red Bud Isle, the Lamar foot-bridge and Town Lake. Scheduled dates include July 21, July 28, and August 5th.

As you may recall the City of Austin commissioned an economic impact study of the film and visual media industries on March 11, 2004. The study was released on August 30, 2004. Major findings of the study include:

- Total economic impact of film and visual media of nearly \$360 million annually;
- Creation of 3,500 jobs annually; and
- Generation of tax revenues of over \$1.3 million annually

This item supports being a "film-friendly" city.